

# FAHMIDA M A

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Entry-level Digital Marketing Strategist with hands-on experience in SEO, social media marketing, content creation, and paid advertising. Skilled in campaign planning, performance analysis, and brand visibility optimization through data-driven strategies. Certified in Google Ads, Analytics, HubSpot, and Meta, with a strong foundation in communication and digital storytelling.

## EXPERIENCE

2024 – 2024

**PUBLIC RELATION OFFICER** | KARUNA MEDICAL COLLEGE | Chittur, Palakkad

- **Managed internal and external communications to strengthen institutional brand reputation**
- **Coordinated press releases, media relations, and public outreach campaigns**
- **Supported health awareness initiatives, increasing community engagement and visibility**

JANUARY 2026 – PRESENT

**Digital Marketing Intern** | Epic Venture | UAE

- **Assisted in SEO basics, content planning, and social media campaigns**
- **Gained hands-on exposure to keyword research, ad creatives, and performance tracking**
- **Supported digital campaigns across multiple platforms**

## EDUCATION

2018-2021

**Bachelor Of English Literature** | Calicut University

2021-2023

**Master Of Social Work** | Bharatiyar University

2025-2026

**GCC Digital Marketing** | Skill Mount Academy

2025

**Content Creation with Generative AI Course** | Coursera

2025

**Content Creation with Generative AI** | Coursera

## SKILLS

### Digital Marketing Skills

- SEO (Keyword Research & On- Page SEO)
- SEM & PPC (Google Ads – Search & Video)
- Social Media Marketing
- Email Marketing
- Content Marketing & Copy Writing

### TOOLS & PLATFORMS

Google Analytics • Google Ads • Meta Ads • WordPress (CMS)

### CORE SKILLS

- Strategic Planning
- Creativity & Problem Solving
- Time Management
- Conversion Rate Optimization

## LANGUAGES

English , Malayalam, Tamil , Hindi , Arabic